

**Dienger, Whitney**

# 64537 ver 1  
\$155,125

**From:** Jacobs, Sarah

**Sent:** Tuesday, October 09, 2012 9:59 AM

**To:** Dienger, Whitney

**Subject:** FW: JOSH MANDEL

OK, we need to re-book Mandel for 10/23 through Election day.  
The original order that was sent on 7/1.

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**From:** Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]

**Sent:** Tuesday, October 09, 2012 9:52 AM

**To:** Daniel.baylog@scripps.com; Jacobs, Sarah; bsommerkamp@hearst.com; agoetz@fox19.com; amuro@sbgnet.com; youngb@wews.com; Zarlenga, John (John.Zarlenga@fox8.com); Kizler, Denel (dkizler@wkyc.gannett.com); Morley, Renee (RMorley@woio.com); bobm@wmfd.com; Lori Bruch (lbruch@wbnx.com); Ryan Hayes (Ryan.Hayes@10tv.com); Jon.Myers@10tv.com; TVivo@wcmh.com; lluthman@sbgnet.com; tdangelo@sbgnet.com; Gary G. Vogel (ggvogel@sbgnet.com); Kathy Umbreit (Kathy.Umbreit@WDTN.com); Michelle.Teska@cmgohio.com; ckemper@sbgnet.com; Dave Cook (dcook@wllo.com); Isaunders@wtol.com; Ambron, Ian (Ian.Ambron@petrymedia.com); Gerken, Mary (mary.gerken@13abc.com); youngb@wews.com; Vogt, Jodi (jvogt@wnwo.com); Doug Pickrell (dpickrell@whizmediagroup.com)

**Cc:** Kegan Beran

**Subject:** RE: JOSH MANDEL

All,

Please cancel est 2452 through Oct 23 for Mandel. Strategic Media Services is placing the next buy

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**From:** Whitney Eversole

**Sent:** Thursday, October 04, 2012 3:04 PM

**To:** Daniel.baylog@scripps.com; SJacobs@local12.com; bsommerkamp@hearst.com; agoetz@fox19.com; amuro@sbgnet.com; youngb@wews.com; Zarlenga, John (John.Zarlenga@fox8.com); Kizler, Denel (dkizler@wkyc.gannett.com); Morley, Renee (RMorley@woio.com); bobm@wmfd.com; Lori Bruch (lbruch@wbnx.com); Ryan Hayes (Ryan.Hayes@10tv.com); Jon.Myers@10tv.com; TVivo@wcmh.com; lluthman@sbgnet.com; tdangelo@sbgnet.com; Gary G. Vogel (ggvogel@sbgnet.com); Kathy Umbreit (Kathy.Umbreit@WDTN.com); Michelle.Teska@cmgohio.com; ckemper@sbgnet.com; Dave Cook (dcook@wllo.com); Isaunders@wtol.com; Ambron, Ian (Ian.Ambron@petrymedia.com); Gerken, Mary (mary.gerken@13abc.com); Vogt, Jodi (jvogt@wnwo.com); Doug Pickrell (dpickrell@whizmediagroup.com)

10/9/2012

**Cc:** Kegan Beran; 'Bob Clegg' (bobclegg@ameritech.net)

**Subject:** JOSH MANDEL

**Importance:** High

Note from Kegan Beran:

All-right.....For Josh Mandel:

OCT9-OCT23 will be a Mandel/NRSC Coordinated flight. SMP will not be placing & the buy will come out of Midwest (Clegg CC'd on this email)

The dollar totals will not be identical with what we've reserved; therefore, Midwest will have to revise the buys. SMP will also be placing some candidate direct dollars on top of what Midwest places. NOTE: These are not cancellations...This is a revision and I assure you with the campaign direct dollars, on top of the coordinated dollars from Midwest.....we will be honoring our financial commitment.

Post OCT23 the buys will come from SMP.

Does everyone follow this?

Please follow up with Kegan/Bob if you have any specific questions or concerns

Kegan Beran- 740-201-5510

Whitney Eversole

***The Strategy Group for Media/Strategic Media Placement***

7669 Stagers Loop Drive, Delaware, OH 43015

[weversole@strategygroupmedia.com](mailto:weversole@strategygroupmedia.com)

O. 740-201-5530

M. 614-537-1390

The Gooding House



# OH US SEN JOSH MANDEL OCT9-NOV6 TV

Revision #: 0 Date: 7/1/2012

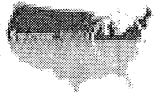
Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2452  
 Media: TV Description: OH- US SEN JOSH MANDEL OCT9-NOV 6 TV  
 Product: GENERAL Flight Start Date: 10/8/12 5:00:00 AM  
 Market: Cincinnati Flight End Date: 11/6/12 2:00:00 PM  
 Primary Demo: Adults 35+  
 Separation between spots: 30 Buyer: Whitney Eversole

reback  
 10/24-11/6 only

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks					Total Spots	Adults 35+  RTG CPP
						10/8	10/15	10/22	10/29	11/5		
WKRC-TV												
80	MTuWThF 5:30a-6:00a GD MRN CIN@530	EM	\$425.00	\$361.25	30	3	5	5	5	2	20	3.2 \$132.81 \$112.89
81	MTuWThF 6:00a-6:30a GD MRN CINN@6	EM	\$600.00	\$510.00	30	3	4	4	4	1	16	4.0 \$150.00 \$127.50
82	MTuWThF 6:30a-7:00a GD MRN CINN@6	EM	\$600.00	\$510.00	30	2	3	3	3	1	12	3.6 \$166.67 \$141.67
83	MTuWThF 7:00a-8:00a EARLY SHOW	EM	\$450.00	\$382.50	30	2	3	3	3	1	12	2.5 \$180.00 \$153.00
84	Sa 6:00a-7:00a LOCAL12NW-SA 6	WK	\$250.00	\$212.50	30	1	1	1	1	0	4	1.3 \$192.31 \$163.46
85	Sa 7:00a-8:00a LOCAL12NW-SA 7	WK	\$250.00	\$212.50	30	1	1	1	1	0	4	3.4 \$73.53 \$62.50
86	MTuWThF 10:00a-11:00a ANDERSON<	DT	\$275.00	\$233.75	30	2	3	3	3	1	12	2.2 \$125.00 \$106.25

P2





# OH US SEN JOSH MANDEL OCT9-NOV6 TV

Revision #: 0 Date: 7/1/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2452  
 Media: TV Description: OH- US SEN JOSH MANDEL OCT9-NOV 6 TV  
 Product: GENERAL Flight Start Date: 10/8/12 5:00:00 AM  
 Market: Cincinnati Flight End Date: 11/6/12 2:00:00 PM  
 Primary Demo: Adults 35+  
 Separation between spots: 30 Buyer: Whitney Eversole

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks					Total Spots	Adults 35+	
						10/8	10/15	10/22	10/29	11/5		RTG	
												CPP	
WKRC-TV													
87	MTuWThF 12:00p-12:30p LOCAL12 NWS-NN<	DT	\$725.00	\$616.25	30	3	5	5	5	2	P2	20	6.4
													\$113.28
													\$96.29
88	Su 9:00a-9:30a SUNDAY MRN-CBS	WK	\$900.00	\$765.00	30	1	1	1	1	0		4	3.4
													\$264.71
													\$225.00
89	Su 9:30a-10:00a SUNDAY MRN-CBS	WK	\$900.00	\$765.00	30	1	1	1	1	0		4	4.3
													\$209.30
													\$177.91
90	Su 10:00a-10:30a SUNDAY MRN-CBS	WK	\$900.00	\$765.00	30	1	1	1	1	0		4	4.8
													\$187.50
													\$159.38
91	Su 10:30a-11:00a FACE NATN-CBS	WK	\$650.00	\$552.50	30	1	1	1	1	0		4	2.3
													\$282.61
													\$240.22
92	Su 11:00a-11:30a AVG. ALL WKS	WK	\$550.00	\$467.50	30	1	1	1	1	0		4	1.6
													\$343.75
													\$292.19
93	MTuWThF 4:00p-4:30p LOCAL12 NEWS-4<	EF	\$650.00	\$552.50	30	3	4	4	4	1		16	5.4
													\$120.37
													\$102.31

P2  
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# OH US SEN JOSH MANDEL OCT9-NOV6 TV

Revision #: 0 Date: 7/1/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2452  
 Media: TV Description: OH- US SEN JOSH MANDEL OCT9-NOV 6 TV  
 Product: GENERAL Flight Start Date: 10/8/12 5:00:00 AM  
 Market: Cincinnati Flight End Date: 11/6/12 2:00:00 PM  
 Primary Demo: Adults 35+  
 Separation between spots: 30 Buyer: Whitney Eversole

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks					Total Spots	Adults 35+	
						10/8	10/15	10/22	10/29	11/5		RTG	CPP
WKRC-TV													
94	MTuWThF 4:30p-5:00p LOCAL12 NW-430<	EF	\$650.00	\$552.50	30	3	4	4	4	1	P2	16	5.9 \$110.17 \$93.64
95	MTuWThF 5:00p-5:30p LOCAL12 NEWS-5<	EN	\$850.00	\$722.50	30	3	4	4	4	1	↓	16	7.2 \$118.06 \$100.35
96	MTuWThF 5:30p-6:00p LOCAL12 NW-530<	EN	\$900.00	\$765.00	30	3	4	4	4	1		16	7.5 \$120.00 \$102.00
97	MTuWThF 6:00p-6:30p LOCAL12 NEWS-6<	EN	\$1,200.00	\$1,020.00	30	4	5	5	5	1		✓	20
98	MTuWThF 6:30p-7:00p CBS EVE NWS< (MWF)	EN	\$1,500.00	\$1,275.00	30	2	3	3	3	1	P1	12	6.9 \$217.39 \$184.78
99	MTuWThF 7:00p-7:30p INSIDE EDITION	PA	\$1,200.00	\$1,020.00	30	4	5	5	5	1	P2	20	5.6 \$214.29 \$182.14
100	MTuWThF 7:30p-8:00p ENT TONIGHT 30	PA	\$1,500.00	\$1,275.00	30	4	5	5	5	1	✓	20	6.0 \$250.00 \$212.50



# OH US SEN JOSH MANDEL OCT9-NOV6 TV

Revision #: 0 Date: 7/1/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2452  
 Media: TV Description: OH- US SEN JOSH MANDEL OCT9-NOV 6 TV  
 Product: GENERAL Flight Start Date: 10/8/12 5:00:00 AM  
 Market: Cincinnati Flight End Date: 11/6/12 2:00:00 PM  
 Primary Demo: Adults 35+  
 Separation between spots: 30 Buyer: Whitney Eversole

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks					Total Spots	Adults 35+	
						10/8	10/15	10/22	10/29	11/5		RTG	CPP
WKRC-TV													
101	MTuWThF 11:00p-11:35p NEWS	LN	\$2,500.00	\$2,125.00	30	4	5	5	5	1	20	8.7	
												\$287.36	
												\$244.25	
102	Su 11:00p-11:35p NEWS	LN	\$2,500.00	\$2,125.00	30	1	1	1	1	0	4	7.8	
												\$320.51	
												\$272.44	
103	Tu 8:00p-9:00p NCIS-CBS	PT	\$4,500.00	\$3,825.00	30	1	1	1	1	0	4	18.3	
												\$245.90	
												\$209.02	
Total Spots:						54	71	71	71	17	284		
Total GRP/GIMP(000):						310.4	403.3	403.3	403.3	92.9		1,613.2	
Total Cost:			\$288,900.00	\$245,565.00							Total CPP/CPM:	\$179.09	
												\$152.22	
Total													
OCT 12			\$201,500.00	\$171,275.00							196		
NOV 12			\$87,400.00	\$74,290.00							88		

Signature: \_\_\_\_\_

Disclaimer:



# Summary by Station/System

Date: 7/1/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2452  
Media: TV Description: OH- US SEN JOSH MANDEL OCT9-NOV 6 TV  
Product: GENERAL Flight Start Date: 10/8/12 5:00:00 AM  
Market: Cincinnati Flight End Date: 11/6/12 2:00:00 PM  
Primary Demo: Adults 35+  
Separation between spots: 30 Buyer: Whitney Eversole

Station	Total Spots	STN Gross	PCT	STN Net		Adults 35+			
				PCT		STN GR CPP	STN NET CPP	GRP	PCT
WKRC-TV	284	\$288,900.00	100%	\$245,565.00	100%	\$179.09	\$152.22	1,613.2	100%
Market Total:	284	\$288,900.00		\$245,565.00		\$179.09	\$152.22	1,613.2	

# ORDER

Orders	Order / Rev:	64537
	Alt Order #:	
	Product Desc:	2452
	Estimate:	2452
	Flight Dates:	10/24/12 - 11/06/12
	Original Date / Rev:	10/09/12 / 10/09/12
	Order Type:	GENERAL

Agency	Name:
	Buying Contact:
	Billing Contact:
	7669 Stagers Loop
	Delaware, OH 43015

Advertiser	Josh Mandel fo Ohio US Senate
Name:	HH
Demographic:	
Product Codes:	US Senate
Priority:	P-2
Revenue Codes:	AGY, POL-CAND, GEN

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	70	\$67,725.00	\$57,566.25
10/29/12	11/06/12	88	\$87,400.00	\$74,290.00

Totals						
Month		# Spots	Gross Amount	Net Amount	Rating	
October 2012		70	\$67,725.00	\$57,566.25	0.00	
November 2012		88	\$87,400.00	\$74,290.00	0.00	
Totals		158	\$155,125.00	\$131,856.25	0.00	

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	30%	\$155,125.00
Market	100%	\$517,083.33

Competitive Share	Share	Total
EKRC	4%	\$20,683.33
UNKWN	0%	\$0.00
WCPO	28%	\$144,783.33
WLWT	24%	\$124,100.00
WSTR	0%	\$0.00
WXIX	14%	\$72,391.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	10/24/12	11/06/12	5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM	MTWTF--	:30	5	\$425.00	P-2	✓	0.00 NM	12	\$5,100.00
				5a Good Morn Cincinnati		(5:30 AM-6:00 AM)	✓								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	--WTF--	5	\$425.00	0.00								
		Week: 10/29/12	11/04/12	MTWTF--	5	\$425.00	0.00								
		Week: 11/05/12	11/11/12	MT-----	2	\$425.00	0.00								
N 2	WKRC	10/24/12	11/06/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM	MTWTF--	:30	4	\$600.00	P-2		0.00 NM	9	\$5,400.00
				6a Good Morn Cincinnati		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	--WTF--	4	\$600.00	0.00								
		Week: 10/29/12	11/04/12	MTWTF--	4	\$600.00	0.00								
		Week: 11/05/12	11/11/12	MT-----	1	\$600.00	0.00								





Order / Rev: 64537      Advertiser: Josh Mandel fo Ohio US Senate      Local 12 WKRC-TV  
Alt Order #:      Product Desc: 2452  
Flight Dates: 10/24/12 - 11/06/12      Estimate: 2452

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N14	WKRC	10/24/12	11/05/12	4p Local 12 News at Five	CM	4:00 PM-4:30 PM	MTWTF--	:30	4	\$650.00	P-2	0.00	NM	9	\$5,850.00
				4p Local 12 News at Four		(4:00 PM-4:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	--WTF--	4	\$650.00	0.00								
		Week: 10/29/12	11/04/12	MTWTF--	4	\$650.00	0.00								
		Week: 11/05/12	11/11/12	M-----	1	\$650.00	0.00								
N15	WKRC	10/24/12	11/05/12	4p Local 12 News at Five	CM	4:30 PM-5:00 PM	MTWTF--	:30	4	\$650.00	P-2	0.00	NM	9	\$5,850.00
				4p Local 12 News at Four		(4:30 PM-5:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	--WTF--	4	\$650.00	0.00								
		Week: 10/29/12	11/04/12	MTWTF--	4	\$650.00	0.00								
		Week: 11/05/12	11/11/12	M-----	1	\$650.00	0.00								
N16	WKRC	10/24/12	11/05/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM	MTWTF--	:30	4	\$850.00	P-2	0.00	NM	9	\$7,650.00
				5p Local 12 News at Five		(5:00 PM-5:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	--WTF--	4	\$850.00	0.00								
		Week: 10/29/12	11/04/12	MTWTF--	4	\$850.00	0.00								
		Week: 11/05/12	11/11/12	M-----	1	\$850.00	0.00								
N17	WKRC	10/24/12	11/05/12	6p Local 12 News at Six	CM	6p-630p	MTWTF--	:30	5	\$1,200.00	P-2	0.00	NM	11	\$13,200.00
				6p Local 12 News at Six											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	--WTF--	5	\$1,200.00	0.00								
		Week: 10/29/12	11/04/12	MTWTF--	5	\$1,200.00	0.00								
		Week: 11/05/12	11/11/12	M-----	1	\$1,200.00	0.00								
N18	WKRC	10/24/12	11/05/12	CBS Evening News	CM	6:30p-7p	MTWTF--	:30	3	\$1,500.00	P-1	0.00	NM	7	\$10,500.00
				630p CBS Evening News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	--WTF--	3	\$1,500.00	0.00								
		Week: 10/29/12	11/04/12	MTWTF--	3	\$1,500.00	0.00								
		Week: 11/05/12	11/11/12	M-----	1	\$1,500.00	0.00								
N19	WKRC	10/24/12	11/05/12	M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$1,200.00	P-2	0.00	NM	11	\$13,200.00
				M-F 7p-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	--WTF--	5	\$1,200.00	0.00								
		Week: 10/29/12	11/04/12	MTWTF--	5	\$1,200.00	0.00								
		Week: 11/05/12	11/11/12	M-----	1	\$1,200.00	0.00								
N20	WKRC	10/24/12	11/05/12	M-F 730p-8p	CM	730p-8p	MTWTF--	:30	5	\$1,500.00	P-2	0.00	NM	11	\$16,500.00
				M-F 730p-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	--WTF--	5	\$1,500.00	0.00								
		Week: 10/29/12	11/04/12	MTWTF--	5	\$1,500.00	0.00								
		Week: 11/05/12	11/11/12	M-----	1	\$1,500.00	0.00								
N21	WKRC	10/24/12	11/05/12	11p M-F Local 12 News	CM	11p-1135p	MTWTF--	:30	5	\$2,500.00	P-2	0.00	NM	11	\$27,500.00
				11p M-F Local 12 News 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	--WTF--	5	\$2,500.00	0.00								
		Week: 10/29/12	11/04/12	MTWTF--	5	\$2,500.00	0.00								
		Week: 11/05/12	11/11/12	M-----	1	\$2,500.00	0.00								
N22	WKRC	10/28/12	11/04/12	11p Sa-Su Local 12 Nws	CM	11p-1135p	-----S	:30	1	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
				11p Sa-Su Local 12 Nws 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	-----S	1	\$2,500.00	0.00								
		Week: 10/29/12	11/04/12	-----S	1	\$2,500.00	0.00								
N23	WKRC	10/30/12	10/30/12	Tue Reg 1	CM	Tue Reg 1	-T-----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
				Tue Reg 1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	-T-----	1	\$4,500.00	0.00								
N24	WKRC	10/24/12	11/05/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM	MTWTF--	:30	4	\$900.00	P-2	0.00	NM	9	\$8,100.00
				5p Local 12 News at Five		(5:30 PM-6:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	--WTF--	4	\$900.00	0.00								

